

King County
Quit Line Data Summary
January 1 - March 31, 2004

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 465	N = 3,363
Percent of Statewide Calls	16.7%	100.0%
Percent of State Population in County¹	29.5%	100.0%
	County %	State %
Gender	N = 455	N = 2,906
Female	60.9%	64.2%
Male	39.1%	35.8%
Race/Ethnicity	N = 406	N = 2,468
People of Color	20.2%	13.1%
White	79.8%	86.9%
Age	N = 428	N = 2,642
Less than 18 years old	1.2%	1.1%
18 - 24 years old	15.0%	15.2%
25 - 34 years old	23.6%	23.1%
35 - 44 years old	25.5%	24.6%
45 years and older	34.8%	36.0%
Education	N = 429	N = 2,581
Did not graduate high school	13.3%	19.0%
High school graduate	32.9%	36.0%
Some college/vocational school	37.1%	36.4%
College graduate	16.8%	8.6%
Caller Type	N = 460	N = 3,052
General Information	6.5%	12.6%
Health care provider	3.3%	3.6%
Tobacco user	90.2%	83.8%
Payer Type	N = 312	N = 2,005
Insured	34.3%	31.2%
Uninsured	27.6%	29.4%
Medicaid	38.1%	39.4%
Heard About	N = 366	N = 2,412
Past caller	20.2%	15.7%
Employer/worksites	1.1%	1.2%
Health care provider	27.6%	31.8%
Television	13.1%	11.9%
Outdoor advertisement (billboard/bus/wall)	3.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.3%	0.2%
Radio	2.5%	1.8%
Newspaper/Magazine	0.3%	0.7%
Brochure/Newsletter	6.3%	5.4%
Family or friend	18.9%	22.7%
Health Department	6.6%	5.4%
School	0.3%	1.4%